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Alignments Media in the Election of Bali Governor 2013/2018

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ABSTRACT

Political communication by using mass media is the most important step in democracy process. Media should be independent and make a positive role in promoting democracy. Media usaged is raising in event like election. It also happened in election of Bali Governor 2013/2018. For that, it was interesting to study how the use of the print media by Bali Governor Candidates. The study was conducted with the object of five print media with the highest circulation in Bali. The research came out that the mass media, especially the print media tended to take sides and unfair and tended to show partiality to one candidate. Even alignments that were visible in one of the print media did not ever proclaim about the other candidate pairs, proclaimed only one pair of candidates only.

Keywords: election, Bali, print media, political communication

Introduction

Indonesia has been through a variety of government era. Similarly, the model of the campaign in local elections, member of DPR / DPRD and the election of the president and vice president. In the 1950 election campaign in Indonesia different from campaigns in the 2000s. Related to this, Denver (1992: 414) identified the factors that influence changes in the campaign. These included a growing number of voters along with the increase in population, diversified and widespread mass media, replacement or amendment of legislation governing the election and election campaign, the rapid development of television, the use of public opinion surveys, and the rapid development of computer technology.

At this time, the growing importance of the mass media role in the election became more visible. In the 2004 election campaign, the media is flooded with talk show on television and radio, the organization of the poll in both the print and electronic media. At this time in a television talk show increasingly in demand. Because this event helps people to know the views or judgments of the candidates or political parties.

In the print media such as newspapers, it also provided space for political communication. Local elections or election at this moment has reached a new point in the reform period. Acquisition of majority voting as an essential condition to obtain peak power in an area make the prospective head of the region and their campaign teams perform a variety of efforts to attract people's voices.

Practical politics during this reformation is more emphasis on how the public perception to a political actor. Therefore, a positive image of a political actor in the media is believed cab affect the level of electability of the person. In forming an active image necessary comprehensive measures. One way to shaping a positive image in the eyes of their constituents or voters is through the media. This kind of political communication is taking place not only at the national level but also at the local level.

One of them occurred in the governor elections in Bali in 2013. In the past, both the governor's election campaign in the media occurred largely in the print media. Even the print media in Bali during the Governor election tend to take a side with one of the candidates. The purpose is to get a positive image in the print media. It is interesting to study because it is contrary to the general purpose of the mass media which are required impartiality and independence.

Research Problems

Then with the development of the above problems, some research questions raised was:

1. What are the forms of print media use by couples candidate for governor in 2013 Governor Election?
2. How is the level of independence of the print media in Bali Pilgub 2013?
**Literature review**

Ras Amanda (2010) reported that there was a linear relationship between the frequency of appearances in print media with the level electability prospective head region. Ras Amanda (2010) wrote that the five districts/cities were doing the election, only one area that was not a linear relationship between the frequency of appearing in print with electability level. The area was Karangasem. So, in conclusion, Ras Amanda judged that appear in the print media had a significant influence to the degree of the election of the candidate.

The relationship between communication and culture described by Carey (1975) which explained about the cultural definition of communication. Carey (1975:10) said Communication is a symbolic process whereby reality is produced, maintained, repaired and transformed. Carey's statement confirms that the communication and truth are closely related. Communication is considered as the process of planting in everyday life like receive, understand and construct one's view of reality and the world. Communication is the foundation of culture.

**Political Communication**

Definition of political communication itself was diverse. Broadly speaking Political Communication is communication involving political messages and political actors, or related to power, government, and government policies. In this sense, as an applied science, political communications is not new. Political communication can also be understood as communication between the "ruling" and "ruled".

While Gabriel Almond (1960) stated, political communication was a function that always present in every political system. "All of the functions performed in the political system, state socialisation and recruitment, interest articulation, interest aggregation, rule making, rule application, and rule adjudication, are performed using communication." Political communication is the process of delivering messages that occur when six other functions are run. There was a political communication function that inherent in every political system functions.

Political communication was one of the functions of political parties. i.e. distribute a variety of opinions and aspirations of the people and set in such a way. "Merger of interests" (interest aggregation "and" formulation of interests "(interest articulation) to fight into public policy (Miriam Budiardjo). Jack Plano (1989) in the Dictionary of Political Analysis said: political communication is the deployment action, meaning, or message that is relevant to the functioning of a political system. Involving elements such as communicator communication, messaging, and more. Most of the field of political communication authority specialized institutions, such as the mass media, government information agency, or political parties. Nevertheless, political communication can be found in any social environment, ranging from the scope of the two people up to the parliamentary office space.

**Research methods**

In this study, researcher used a descriptive research method. A Descriptive study is intended for exploration and clarification regarding something phenomenon or social reality, by way of describing many variables regarding the problem, and the unit is being investigated. This type of research is not to intended to generalititation a phenomenon. Therefore, on a descriptive study, do not use and do not perform hypothesis testing; so it is not intended to establish and develop a theory.

**Research Sites**

The research location is in Bali where the print media was circulating.

**Determination Population and Sample**

The population in this study is the print media in this regard is a newspaper circulating in Bali. While the newspapers that will be sampled are some newspapers, that have a circulation high enough in Bali, including Bali Post, Radar Bali, Nusa Bali, Denpost, and Bali Tribun. During the analysis unit of this study was the head of district candidate in the province of Bali in Governor election 2013.

**Techniques of Data Collection**

Methods for collecting data to be used in this research were document archives. Document archives are activities conducted an analysis of the documents. In this study, the news in the newspaper and advertisements in newspapers were the research samples.

**Object Research**

The object of this study is divided into two political actors who ran for governor and deputy governor of Bali. Two couples who nominate themselves are, the first candidate were AA Ngurah Puspayoga and Dewa Nyoman Sukrawan (PAS), which carried by the Indonesian Democratic Party of Struggle (PDI-P). The second
candidates were Made Mangku Pastika and I Ketut Sudikerta (PASTIKERTA), which carried by combined parties Golkar Party and the Democratic Party.

The next object of the research is news in print media in Bali which have a relatively high circulation. The Print media were analyzed were Bali Tribune, Radar Bali, Denpost, Nusa Bali and Bali Post.

Results and Discussion

Election of the governor and deputy governor of Bali took place on May 15, 2013, but the use of mass media by the political actors has been since the beginning of 2013. The study was the use of mass media in the election of Bali province is using the time limit since April until May 2013. This is due in April 2013 is the official campaign period. The deadline until May 2013 due to dispute election Bali province that extends up to the level of the Constitutional Court. The mass media based on journalistic ethics is expected for independent and neutral. But in practice it is found fraud in which the mass media tend to side with one candidate only.

Amount Coverage candidate pairs for Governor and Deputy Governor of the Province of Bali in 2013

From the results of the coding data or news article that is contained in five papers, namely Bali Tribune, Radar Bali, Denpost, Nusa Bali and Bali Post encountered some of the research findings. First, the amount of news related to both the candidate for the two-month were 177 news articles. Of the 177 news articles, media groups Bali Posts (KMB) with the Bali Post, and Denpost holds the percentage of news about the couple Governor candidate - Deputy Governor candidate the highest, reaching 77 news articles. While Radar Bali is a newspaper with news of the couple Governor candidate percentage of the lowest Deputy Governor candidate that only reached 25 news articles only. More can be seen in the chart below;

From 177 news articles, news about the number 1 candidate or PAS were dominate the news, which reports that They had 117 news articles. Candidates number 2 or PASTIKERTA just been in news of 60 news article. It means 66 percent of the news during April to May 2013 more on PAS and the remaining pairs that 34 percent of news about the couple PASTIKERTA. This percentage can be seen in the following chart:

From the chart above it can be concluded that the PAS dominated newspapers circulating in Bali in April-May 2013 and compared to news about PASTIKERTA.

Comparison of the number of candidate pairs news in newspapers

Although PAS was the more dominant in total news about the election, the news spread in five newspapers was not evenly distributed. PAS’s news detected higher in media Denpost and Bali Post.
PASTIKERTA’s news identified in other media such as Bali Tribun. Other media namely Radar Bali and Nusa Bali, the amount of news about the two couples were even. This can be seen in the chart below;

![Chart 3. Number preaching the candidate for governor and vice governor per print media](image)

From the chart above PASTIKERTA known that the pair had never appeared in the Denpost. News about PASTIKERTA was recorded only five times in the Bali Post. When compared with news about PAS, it can be said PASTIKERTA were never entered in the news Denpost and Bali Post. PAS dominated the news in the Bali Post and Denpost and during April and May 2013. The number of news regarding PAS in Denpost reached 31 news articles while news about PASTIKERTA is nil. Bali Post newspaper ran a story about PAS in April and May as many as 41 news, it was more than news about the PASTIKERTA which five news only. Radar Bali and Nusa Bali tended to be more balanced compared to news in Denpost and Bali Post. Radar Bali during April to May 2013 contained 13 news about PAS and 12 news about PASTIKERTA. With the balance of the amount of the couple’s news Radar Bali can be quite balanced during the elections for governor and deputy governor of Bali in 2013. Nusa Bali also tended to be more balanced when compared to the Bali Post and Denpost. Nusa Bali during April to May 2013 contains 19 pairs news about PAS and included 23 news about PASTIKERTA.

Bali Tribune had a tendency to take side with PASTIKERTA. During the campaign from April to May 2013, the amount of news about PAS only reached 13 news articles, while the quantity of news about PASTIKERTA reached 20 news articles. So in terms of quantity, Bali Tribune tended not balanced and more likely favoring PASTIKERTA. So when Denpost and Bali post was the newspaper that are most unbalanced and tends to support PAS, Bali Tribune also not balanced but tended to support PASTIKERTA. Two other newspaper, RadarBali and Nusa Bali can catoragarized as relatingy balanced newspaper on reporting the news about the both candidates.

Independence and subjectivity in the Print Media Coverage of Candidates Pair governor and deputy-governor of Bali in 2013

Independence and objectivity were two basic principles that must be met by journalism. The mass media were expected not to play politics but were in a neutral and independent position. But it did not occur in the elections for governor and vice governor of the province of Bali in 2013. The print media tended to be not neutral and put forward their subjectivity than independence and objectivity. Daily Denpost and Bali Post detected was not independent and tended to be subjective in the news. Both of these media tended to be preached only the goodness of one candidate only, PAS candidate. One example was a news article Bali Post on May 2, 2013, below;
Article above was one of the news that was packed by Bali Post that was support one candidate, PAS candidate. The news made by Bali Post always contain the number one candidates, it was always about Puspayoga or his deputy Dewa Nyoman Sukrawan. There were also had news about PASTIKERTA but in negative angle. This is one of the example:

Clipping 2. Articles News of Verification
Intellectual governor/deputy governor candidate, Bali Post, 23 April 2013

The above article highlights that deputy of PASTIKERTA candidate’s wealth was enormous. Bali Post on 23 April 2013 on a single page write news with a negative angle of Mangku Pastika. Articles with titles “Without knowledge of DPRD Bali Governor Mangku Pastika cooperated 2000 Ha Pine Forest”, wanted to make a message that the Bali governor Pastika did not follow the procedures in making policy and even sacrificed for the sake of the capitalist environment. This news was also made by negative angle.
Bali Post did not hesitate to criticize the policy that has been run by Mangku Pastika. One work program Pastika was Bali Clean and Green program. Bali Clean and Green program was one of the work programs Pastika highlighted negatively by the Bali Post.

So from a few examples of the above article it is known that the Bali Post tended to be preached good thing about PAS. Bali Post negatively tended to be preached work program and performance Mangku Pastika. It can be said that the Bali Post favored to partner Puspayoga - Dewa Nyoman Sukrawan. It also happened in Denpost. Denpost was a subsidiary of the Bali Post Media Group. This media only reported on PAS partner. Here's one news that supports PAS.

Clipping 5. Articles News Kuta Bull People Organize "Mass Fogging"
Cooperation on winning PAS in Kuta, Denpost, May 1, 2013

Bali Tribun which had number of news articles about the PASTIKERTA higher than PAS, also turned the contents of their news more supportive and beneficial to PASTIKERTA. One news article from Bali Daily Tribune on May 1, 2013, were contain the figure I Ketut Sudikerta:

Clipping 6. Expected news articles leads can be successors Pastika Bali, Bali Tribune, May 1, 2013
From the above article, the news packed about an active figure of Sudikerta. In this article written that Mangku Pastika was very confident in the ability Sudikerta and said that Bali needs a leader like Mr. Sudikerta. Bali Tribune was detected quite strike partner PAS.

Daily which encountered a different atmosphere was in Nusa Bali. This daily was more likely to be impartial and always try to show both the PAS and PASTIKERTA partner. It was seen in the form of violation of campaign tool used by both partners. The Daily highlights the abuses committed by both the couple in mounting a campaign tool. It was seen in a news article on May 1, 2013, with the title attribute in Jembrana Pilgub campaign highlighted as below:

Clipping 8. News articles, Governor Election Campaign Attributes Highlighted in Jembrana, Bali Tribune, May 1, 2013

Examples of the other news articles in Nusa Bali were on the news about national figures who became a campaigner each pair of candidates. In this article, Nusa Bali in its headline the e wrote in the three Ministers Guard PASTIKERTA. To make it more balanced than the photos used in this article and the two sub-themes used are raised regarding PAS partner. This can be seen in a news article below:
The other daily, Radar Bali was always displaying news articles in balanced. The Radar Bali were always trying to show both couples in equal proportions. It was seen in one example a news article on 29 April 2013, with the title and certainly “PAS- Mutual Attack in Vision and Mission Submission Governor Candidate”. In this article, the Radar Bali seeks fair to give the same proportion of the vision and mission of both partners Governor and Deputy Governor candidates. The following article is intended;

Later from those five newspapers with the highest circulation in Bali showed that Bali Post Media Group as the Bali Post and Denpost favor of the couples Puspayoga and Dewa Nyoman Sukrawan. Bali Tribune supported to partner Mangku Made Pastika and I Ketut Sudikerta. The two other daily Radar Bali and Nusa Bali more independently and impartially each couple.
CONCLUSIONS

From the results showed the though and coding data of news article from five papers, namely Bali Tribune, Radar Bali, Denpost, Nusa Bali, and Bali Post newspapers encountered some of the research findings. The amount of news related to both the candidate for the two-month total 177 news articles. Of the 177 news articles, media groups Bali posts (KMB) with the Bali Post, and Denpost newspapers held the highest percentage of news about the couple Governor and Deputy-Governor candidate, reaching 77 news articles. The Daily Denpost and Bali Post was the newspaper of the most unbalanced and tended to support the PAS.

Radar Bali and Nusa Bali tended to be more balanced in many the candidate compared to Denpost and Bali Post. Then Nusa Bali and Radar Bali could be categorized entirely independent and impartial during the period of election Bali governor and vice-governor in 2013. Bali Tribun had a tendency to side with PASTIKERTA. Number of reports about PASTIKERTA higher than news about PAS. So in terms of quantity, Bali Tribun tended not balanced and more likely favoring PASTIKERTA partner.

In the event the election of governor and deputy-governor of Bali province in 2013, it could be concluded that the mass media, especially the print media tended not to function properly. The print media in Bali tended to take sides and unfair and tended to show partiality to one candidate. Even alignments that were very visible in one of the print media did not ever preach about the other candidate pairs preach only one pair of candidates only.

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AUTHORS

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